San Francisco—West Portal

Visitor Survey
_____

Summary of Quantitative Research
with Cross-tabulation Tables

April 2009

FINAL RESULTS: West Portal Community Benefit District Survey
SAMPLE SIZE=317; Margin of Error=5.5%
INTERVIEW DATES: April 25-27, 2009

Hello, my name is _____. I work for a public opinion research firm in San Francisco conducting a study of visitors to the West Portal area. We would like to ask you some questions that will take just a couple minutes.

First, I'm going to read a list of activities. For each I read, please tell me how likely you think it is that you will do that activity today, or at ANY point in the future, while in the West Portal area?

	Very Likely	Somewhat Likely	Not At All Likely
1. Eating or drinking at a restaurant, café, or bar	74	20	6
2. Shopping	53	28	19
3. Going to a movie	27	33	40
4. Strolling or walking around	73	17	10
5. Conducting professional business like visiting a doctor, real estate agent, or accountant	26	16	58
6. Conducting personal business like visiting a hair salon, dry cleaners, or nail salon	37	23	40

Q1-6: Summary—
Performed at least one non-strolling activity	99
Did not perform any non-strolling activities	<1

IF Q4 = 1,2 AND Q1,Q2,Q3,Q5,Q6 = 3 [THOSE ONLY STROLLING]

Now I'm going to read you a list of services. For each of the following, please tell me whether it would make you more likely or less likely to spend time in the West Portal area, or whether it would make no difference to you. (N=5)

	More Likely	No Difference	Less Likely
7. Extra security to make sure the area is safe	20	60	20
8. Additional cleaning and landscaping to improve the appearance the area	20	80	0

9. If the West Portal area did have these services and was cleaner and safer, how likely would you be to engage in commerce there? (N=5)

Very likely	20
Somewhat likely	20
Slightly likely	0
Not at all likely	60

Date of Interview.

	Number	4/25	4/27
Total	317	52.4%	47.6%
Interview Date			
4/25	166	100.0%	.0%
4/27	151	.0%	100.0%
Interview Time			
10:00 AM-11:59 AM	65	53.8%	46.2%
12 NOON-1:59 PM	136	41.9%	58.1%
2:00 PM-4:59 PM	100	58.0%	42.0%
5:00 PM-7:00 PM	15	100.0%	.0%
Total Activities Besides Stroll			
0-1	27	55.6%	44.4%
2-3	140	53.6%	46.4%
4-5	150	50.7%	49.3%
Nothing But Stroll	1	100.0%	.0%
Q1. Eat/Drink			
Very Likely	235	52.3%	47.7%
Somewhat Likely	62	53.2%	46.8%
Not at All Likely	20	50.0%	50.0%
Q2. Shopping			
Very Likely	167	50.3%	49.7%
Somewhat Likely	88	54.5%	45.5%
Not at All Likely	61	54.1%	45.9%
Q3. Go to Movie			
Very Likely	84	48.8%	51.2%
Somewhat Likely	106	55.7%	44.3%
Not at All Likely	126	51.6%	48.4%
Q4. Stroll/Walk			
Very Likely	232	54.3%	45.7%
Somewhat Likely	55	43.6%	56.4%
Not at All Likely	30	53.3%	46.7%
Q5. Professional Business			
Very Likely	81	46.9%	53.1%
Somewhat Likely	50	50.0%	50.0%
Not at All Likely	185	55.7%	44.3%
Q6. Personal Business			
Very Likely	117	53.8%	46.2%
Somewhat Likely	73	45.2%	54.8%
Not at All Likely	127	55.1%	44.9%

Time of Interview.

	Number	10:00 AM – 11:59 AM	12 NOON – 1:59 PM	2:00 PM – 4:59 PM	5:00 PM – 7:00 PM
Total	316	20.6%	43.0%	31.6%	4.7%
Interview Date					
4/25	165	21.2%	34.5%	35.2%	9.1%
4/27	151	19.9%	52.3%	27.8%	.0%
Interview Time					
10:00 AM-11:59 AM	65	100.0%	.0%	.0%	.0%
12 NOON-1:59 PM	136	.0%	100.0%	.0%	.0%
2:00 PM-4:59 PM	100	.0%	.0%	100.0%	.0%
5:00 PM-7:00 PM	15	.0%	.0%	.0%	100.0%
Total Activities Besides Stroll					
0-1	27	14.8%	40.7%	40.7%	3.7%
2-3	139	24.5%	42.4%	25.9%	7.2%
4-5	150	18.0%	44.0%	35.3%	2.7%
Nothing But Stroll	1	.0%	.0%	100.0%	.0%
Q1. Eat/Drink					
Very Likely	234	21.4%	40.6%	32.9%	5.1%
Somewhat Likely	62	24.2%	48.4%	22.6%	4.8%
Not at All Likely	20	.0%	55.0%	45.0%	.0%
Q2. Shopping					
Very Likely	167	19.8%	41.3%	35.9%	3.0%
Somewhat Likely	87	18.4%	52.9%	24.1%	4.6%
Not at All Likely	61	26.2%	34.4%	29.5%	9.8%
Q3. Go to Movie					
Very Likely	84	17.9%	40.5%	39.3%	2.4%
Somewhat Likely	106	20.8%	41.5%	30.2%	7.5%
Not at All Likely	125	22.4%	45.6%	28.0%	4.0%
Q4. Stroll/Walk					
Very Likely	231	22.1%	43.3%	31.2%	3.5%
Somewhat Likely	55	14.5%	50.9%	27.3%	7.3%
Not at All Likely	30	20.0%	26.7%	43.3%	10.0%
Q5. Professional Business					
Very Likely	81	22.2%	43.2%	32.1%	2.5%
Somewhat Likely	50	18.0%	44.0%	32.0%	6.0%
Not at All Likely	184	20.7%	42.4%	31.5%	5.4%
Q6. Personal Business					
Very Likely	116	20.7%	34.5%	40.5%	4.3%
Somewhat Likely	73	15.1%	61.6%	21.9%	1.4%
Not at All Likely	127	23.6%	40.2%	29.1%	7.1%

Q1. ACTIVITY: Eating or drinking at a restaurant, café, or bar.

	Number	Question 1		
		Very Likely	Somewhat Likely	Not At All Likely
Total	317	74.1%	19.6%	6.3%
Interview Date				
4/25	166	74.1%	19.9%	6.0%
4/27	151	74.2%	19.2%	6.6%
Interview Time				
10:00 AM-11:59 AM	65	76.9%	23.1%	.0%
12 NOON-1:59 PM	136	69.9%	22.1%	8.1%
2:00 PM-4:59 PM	100	77.0%	14.0%	9.0%
5:00 PM-7:00 PM	15	80.0%	20.0%	.0%
Total Activities Besides Stroll				
0-1	27	40.7%	29.6%	29.6%
2-3	140	69.3%	22.1%	8.6%
4-5	150	84.7%	15.3%	.0%
Nothing But Stroll	1	.0%	.0%	100.0%
Q1. Eat/Drink				
Very Likely	235	100.0%	.0%	.0%
Somewhat Likely	62	.0%	100.0%	.0%
Not at All Likely	20	.0%	.0%	100.0%
Q2. Shopping				
Very Likely	167	86.2%	9.0%	4.8%
Somewhat Likely	88	68.2%	23.9%	8.0%
Not at All Likely	61	50.8%	42.6%	6.6%
Q3. Go to Movie				
Very Likely	84	83.3%	13.1%	3.6%
Somewhat Likely	106	73.6%	20.8%	5.7%
Not at All Likely	126	68.3%	23.0%	8.7%
Q4. Stroll/Walk				
Very Likely	232	81.5%	14.2%	4.3%
Somewhat Likely	55	54.5%	38.2%	7.3%
Not at All Likely	30	53.3%	26.7%	20.0%
Q5. Professional Business				
Very Likely	81	81.5%	14.8%	3.7%
Somewhat Likely	50	62.0%	32.0%	6.0%
Not at All Likely	185	74.1%	18.4%	7.6%
Q6. Personal Business				
Very Likely	117	87.2%	10.3%	2.6%
Somewhat Likely	73	69.9%	24.7%	5.5%
Not at All Likely	127	64.6%	25.2%	10.2%

Q2. ACTIVITY: Shopping.

	Number	Question 2		
		Very Likely	Somewhat Likely	Not At All Likely
Total	316	52.8%	27.8%	19.3%
Interview Date				
4/25	165	50.9%	29.1%	20.0%
4/27	151	55.0%	26.5%	18.5%
Interview Time				
10:00 AM-11:59 AM	65	50.8%	24.6%	24.6%
12 NOON-1:59 PM	136	50.7%	33.8%	15.4%
2:00 PM-4:59 PM	99	60.6%	21.2%	18.2%
5:00 PM-7:00 PM	15	33.3%	26.7%	40.0%
Total Activities Besides Stroll				
0-1	27	14.8%	7.4%	77.8%
2-3	139	41.0%	33.1%	25.9%
4-5	150	70.7%	26.7%	2.7%
Nothing But Stroll	1	.0%	.0%	100.0%
Q1. Eat/Drink				
Very Likely	235	61.3%	25.5%	13.2%
Somewhat Likely	62	24.2%	33.9%	41.9%
Not at All Likely	19	42.1%	36.8%	21.1%
Q2. Shopping				
Very Likely	167	100.0%	.0%	.0%
Somewhat Likely	88	.0%	100.0%	.0%
Not at All Likely	61	.0%	.0%	100.0%
Q3. Go to Movie				
Very Likely	84	79.8%	15.5%	4.8%
Somewhat Likely	105	48.6%	32.4%	19.0%
Not at All Likely	126	38.1%	32.5%	29.4%
Q4. Stroll/Walk				
Very Likely	231	61.5%	24.2%	14.3%
Somewhat Likely	55	29.1%	36.4%	34.5%
Not at All Likely	30	30.0%	40.0%	30.0%
Q5. Professional Business				
Very Likely	81	67.9%	18.5%	13.6%
Somewhat Likely	49	63.3%	22.4%	14.3%
Not at All Likely	185	43.2%	33.5%	23.2%
Q6. Personal Business				
Very Likely	116	76.7%	13.8%	9.5%
Somewhat Likely	73	38.4%	45.2%	16.4%
Not at All Likely	127	39.4%	30.7%	29.9%

Q3. ACTIVITY: Going to a movie.

	Number	Question 3		
		Very Likely	Somewhat Likely	Not At All Likely
Total	316	26.6%	33.5%	39.9%
Interview Date				
4/25	165	24.8%	35.8%	39.4%
4/27	151	28.5%	31.1%	40.4%
Interview Time				
10:00 AM-11:59 AM	65	23.1%	33.8%	43.1%
12 NOON-1:59 PM	135	25.2%	32.6%	42.2%
2:00 PM-4:59 PM	100	33.0%	32.0%	35.0%
5:00 PM-7:00 PM	15	13.3%	53.3%	33.3%
Total Activities Besides Stroll				
0-1	27	.0%	.0%	100.0%
2-3	139	10.8%	29.5%	59.7%
4-5	150	46.0%	43.3%	10.7%
Nothing But Stroll	1	.0%	.0%	100.0%
Q1. Eat/Drink				
Very Likely	234	29.9%	33.3%	36.8%
Somewhat Likely	62	17.7%	35.5%	46.8%
Not at All Likely	20	15.0%	30.0%	55.0%
Q2. Shopping				
Very Likely	166	40.4%	30.7%	28.9%
Somewhat Likely	88	14.8%	38.6%	46.6%
Not at All Likely	61	6.6%	32.8%	60.7%
Q3. Go to Movie				
Very Likely	84	100.0%	.0%	.0%
Somewhat Likely	106	.0%	100.0%	.0%
Not at All Likely	126	.0%	.0%	100.0%
Q4. Stroll/Walk				
Very Likely	231	27.3%	35.5%	37.2%
Somewhat Likely	55	25.5%	23.6%	50.9%
Not at All Likely	30	23.3%	36.7%	40.0%
Q5. Professional Business				
Very Likely	81	45.7%	28.4%	25.9%
Somewhat Likely	50	24.0%	46.0%	30.0%
Not at All Likely	184	19.0%	32.6%	48.4%
Q6. Personal Business				
Very Likely	116	45.7%	31.9%	22.4%
Somewhat Likely	73	17.8%	41.1%	41.1%
Not at All Likely	127	14.2%	30.7%	55.1%

Q4. ACTIVITY: Strolling or walking around.

	Number	Question 4		
		Very Likely	Somewhat Likely	Not At All Likely
Total	317	73.2%	17.4%	9.5%
Interview Date				
4/25	166	75.9%	14.5%	9.6%
4/27	151	70.2%	20.5%	9.3%
Interview Time				
10:00 AM-11:59 AM	65	78.5%	12.3%	9.2%
12 NOON-1:59 PM	136	73.5%	20.6%	5.9%
2:00 PM-4:59 PM	100	72.0%	15.0%	13.0%
5:00 PM-7:00 PM	15	53.3%	26.7%	20.0%
Total Activities Besides Stroll				
0-1	27	63.0%	18.5%	18.5%
2-3	140	62.9%	25.7%	11.4%
4-5	150	84.7%	9.3%	6.0%
Nothing But Stroll	1	100.0%	.0%	.0%
Q1. Eat/Drink				
Very Likely	235	80.4%	12.8%	6.8%
Somewhat Likely	62	53.2%	33.9%	12.9%
Not at All Likely	20	50.0%	20.0%	30.0%
Q2. Shopping				
Very Likely	167	85.0%	9.6%	5.4%
Somewhat Likely	88	63.6%	22.7%	13.6%
Not at All Likely	61	54.1%	31.1%	14.8%
Q3. Go to Movie				
Very Likely	84	75.0%	16.7%	8.3%
Somewhat Likely	106	77.4%	12.3%	10.4%
Not at All Likely	126	68.3%	22.2%	9.5%
Q4. Stroll/Walk				
Very Likely	232	100.0%	.0%	.0%
Somewhat Likely	55	.0%	100.0%	.0%
Not at All Likely	30	.0%	.0%	100.0%
Q5. Professional Business				
Very Likely	81	75.3%	16.0%	8.6%
Somewhat Likely	50	82.0%	8.0%	10.0%
Not at All Likely	185	70.3%	20.0%	9.7%
Q6. Personal Business				
Very Likely	117	83.8%	12.0%	4.3%
Somewhat Likely	73	74.0%	19.2%	6.8%
Not at All Likely	127	63.0%	21.3%	15.7%

Q5. ACTIVITY: Conducting professional business like visiting a doctor, real estate agent, or accountant.

	Number	Question 5		
		Very Likely	Somewhat Likely	Not At All Likely
Total	316	25.6%	15.8%	58.5%
Interview Date				
4/25	166	22.9%	15.1%	62.0%
4/27	150	28.7%	16.7%	54.7%
Interview Time				
10:00 AM-11:59 AM	65	27.7%	13.8%	58.5%
12 NOON-1:59 PM	135	25.9%	16.3%	57.8%
2:00 PM-4:59 PM	100	26.0%	16.0%	58.0%
5:00 PM-7:00 PM	15	13.3%	20.0%	66.7%
Total Activities Besides Stroll				
0-1	27	.0%	.0%	100.0%
2-3	139	10.1%	9.4%	80.6%
4-5	150	44.7%	24.7%	30.7%
Nothing But Stroll	1	.0%	.0%	100.0%
Q1. Eat/Drink				
Very Likely	234	28.2%	13.2%	58.5%
Somewhat Likely	62	19.4%	25.8%	54.8%
Not at All Likely	20	15.0%	15.0%	70.0%
Q2. Shopping				
Very Likely	166	33.1%	18.7%	48.2%
Somewhat Likely	88	17.0%	12.5%	70.5%
Not at All Likely	61	18.0%	11.5%	70.5%
Q3. Go to Movie				
Very Likely	84	44.0%	14.3%	41.7%
Somewhat Likely	106	21.7%	21.7%	56.6%
Not at All Likely	125	16.8%	12.0%	71.2%
Q4. Stroll/Walk				
Very Likely	232	26.3%	17.7%	56.0%
Somewhat Likely	54	24.1%	7.4%	68.5%
Not at All Likely	30	23.3%	16.7%	60.0%
Q5. Professional Business				
Very Likely	81	100.0%	.0%	.0%
Somewhat Likely	50	.0%	100.0%	.0%
Not at All Likely	185	.0%	.0%	100.0%
Q6. Personal Business				
Very Likely	116	43.1%	15.5%	41.4%
Somewhat Likely	73	20.5%	23.3%	56.2%
Not at All Likely	127	12.6%	11.8%	75.6%

Q6. ACTIVITY: Conducting personal business like visiting a hair salon, dry cleaners, or nail salon.

	Number	Question 6		
		Very Likely	Somewhat Likely	Not At All Likely
Total	317	36.9%	23.0%	40.1%
Interview Date				
4/25	166	38.0%	19.9%	42.2%
4/27	151	35.8%	26.5%	37.7%
Interview Time				
10:00 AM-11:59 AM	65	36.9%	16.9%	46.2%
12 NOON-1:59 PM	136	29.4%	33.1%	37.5%
2:00 PM-4:59 PM	100	47.0%	16.0%	37.0%
5:00 PM-7:00 PM	15	33.3%	6.7%	60.0%
Total Activities Besides Stroll				
0-1	27	.0%	.0%	100.0%
2-3	140	19.3%	17.9%	62.9%
4-5	150	60.0%	32.0%	8.0%
Nothing But Stroll	1	.0%	.0%	100.0%
Q1. Eat/Drink				
Very Likely	235	43.4%	21.7%	34.9%
Somewhat Likely	62	19.4%	29.0%	51.6%
Not at All Likely	20	15.0%	20.0%	65.0%
Q2. Shopping				
Very Likely	167	53.3%	16.8%	29.9%
Somewhat Likely	88	18.2%	37.5%	44.3%
Not at All Likely	61	18.0%	19.7%	62.3%
Q3. Go to Movie				
Very Likely	84	63.1%	15.5%	21.4%
Somewhat Likely	106	34.9%	28.3%	36.8%
Not at All Likely	126	20.6%	23.8%	55.6%
Q4. Stroll/Walk				
Very Likely	232	42.2%	23.3%	34.5%
Somewhat Likely	55	25.5%	25.5%	49.1%
Not at All Likely	30	16.7%	16.7%	66.7%
Q5. Professional Business				
Very Likely	81	61.7%	18.5%	19.8%
Somewhat Likely	50	36.0%	34.0%	30.0%
Not at All Likely	185	25.9%	22.2%	51.9%
Q6. Personal Business				
Very Likely	117	100.0%	.0%	.0%
Somewhat Likely	73	.0%	100.0%	.0%
Not at All Likely	127	.0%	.0%	100.0%

Q7. SERVICE: Extra security to make sure the area is safe.

	Number	Question 7		
		More Likely Spend Time	No Difference	Less Likely Spend Time
Total	5	20.0%	60.0%	20.0%
Interview Date				
4/25	2	50.0%	50.0%	.0%
4/27	3	.0%	66.7%	33.3%
Interview Time				
10:00 AM-11:59 AM	1	100.0%	.0%	.0%
12 NOON-1:59 PM	1	.0%	.0%	100.0%
2:00 PM-4:59 PM	3	.0%	100.0%	.0%
Total Activities Besides Stroll				
0-1	3	.0%	100.0%	.0%
2-3	1	.0%	.0%	100.0%
4-5	1	100.0%	.0%	.0%
Nothing But Stroll	1	.0%	100.0%	.0%
Q1. Eat/Drink				
Very Likely	2	.0%	50.0%	50.0%
Somewhat Likely	2	50.0%	50.0%	.0%
Not at All Likely	1	.0%	100.0%	.0%
Q2. Shopping				
Very Likely	1	100.0%	.0%	.0%
Not at All Likely	4	.0%	75.0%	25.0%
Q3. Go to Movie				
Not at All Likely	5	20.0%	60.0%	20.0%
Q4. Stroll/Walk				
Very Likely	3	33.3%	66.7%	.0%
Somewhat Likely	2	.0%	50.0%	50.0%
Q5. Professional Business				
Very Likely	1	.0%	.0%	100.0%
Somewhat Likely	1	100.0%	.0%	.0%
Not at All Likely	3	.0%	100.0%	.0%
Q6. Personal Business				
Very Likely	1	100.0%	.0%	.0%
Not at All Likely	4	.0%	75.0%	25.0%

Q8. SERVICE: Additional cleaning and landscaping to improve the appearance the area.

	Number	Question 8	
		More Likely Spend Time	No Difference
Total	5	20.0%	80.0%
Interview Date			
4/25	2	50.0%	50.0%
4/27	3	.0%	100.0%
Interview Time			
10:00 AM-11:59 AM	1	100.0%	.0%
12 NOON-1:59 PM	1	.0%	100.0%
2:00 PM-4:59 PM	3	.0%	100.0%
Total Activities Besides Stroll			
0-1	3	.0%	100.0%
2-3	1	.0%	100.0%
4-5	1	100.0%	.0%
Nothing But Stroll	1	.0%	100.0%
Q1. Eat/Drink			
Very Likely	2	.0%	100.0%
Somewhat Likely	2	50.0%	50.0%
Not at All Likely	1	.0%	100.0%
Q2. Shopping			
Very Likely	1	100.0%	.0%
Not at All Likely	4	.0%	100.0%
Q3. Go to Movie			
Not at All Likely	5	20.0%	80.0%
Q4. Stroll/Walk			
Very Likely	3	33.3%	66.7%
Somewhat Likely	2	.0%	100.0%
Q5. Professional Business			
Very Likely	1	.0%	100.0%
Somewhat Likely	1	100.0%	.0%
Not at All Likely	3	.0%	100.0%
Q6. Personal Business			
Very Likely	1	100.0%	.0%
Not at All Likely	4	.0%	100.0%

Q9. If the West Portal area did have these services and was cleaner and safer, how likely would you be to engage in commerce there?

	Number	Question 9			Summary	
		Very Likely	Somewhat Likely	Not At All Likely	More Likely	Less Likely
Total	5	20.0%	20.0%	60.0%	40.0%	60.0%
Interview Date						
4/25	2	50.0%	.0%	50.0%	50.0%	50.0%
4/27	3	.0%	33.3%	66.7%	33.3%	66.7%
Interview Time						
10:00 AM-11:59 AM	1	100.0%	.0%	.0%	100.0%	.0%
12 NOON-1:59 PM	1	.0%	100.0%	.0%	100.0%	.0%
2:00 PM-4:59 PM	3	.0%	.0%	100.0%	.0%	100.0%
Total Activities Besides Stroll						
0-1	3	.0%	.0%	100.0%	.0%	100.0%
2-3	1	.0%	100.0%	.0%	100.0%	.0%
4-5	1	100.0%	.0%	.0%	100.0%	.0%
Nothing But Stroll	1	.0%	.0%	100.0%	.0%	100.0%
Q1. Eat/Drink						
Very Likely	2	.0%	50.0%	50.0%	50.0%	50.0%
Somewhat Likely	2	50.0%	.0%	50.0%	50.0%	50.0%
Not at All Likely	1	.0%	.0%	100.0%	.0%	100.0%
Q2. Shopping						
Very Likely	1	100.0%	.0%	.0%	100.0%	.0%
Not at All Likely	4	.0%	25.0%	75.0%	25.0%	75.0%
Q3. Go to Movie						
Not at All Likely	5	20.0%	20.0%	60.0%	40.0%	60.0%
Q4. Stroll/Walk						
Very Likely	3	33.3%	.0%	66.7%	33.3%	66.7%
Somewhat Likely	2	.0%	50.0%	50.0%	50.0%	50.0%
Q5. Professional Business						
Very Likely	1	.0%	100.0%	.0%	100.0%	.0%
Somewhat Likely	1	100.0%	.0%	.0%	100.0%	.0%
Not at All Likely	3	.0%	.0%	100.0%	.0%	100.0%
Q6. Personal Business						
Very Likely	1	100.0%	.0%	.0%	100.0%	.0%
Not at All Likely	4	.0%	25.0%	75.0%	25.0%	75.0%